

Self-Study Report for Accreditation in Journalism and Mass Communications

Undergraduate site visit during 2019-2020

Submitted to the
Accrediting Council on Education in Journalism and Mass Communications

Name of Institution: Oklahoma State University

Name of Journalism/Mass Communications Unit: School of Media & Strategic Communications

Address: 206 Paul Miller Building, Stillwater, OK 74078

Date of Scheduled Accrediting Visit: November 17 – 20, 2019

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

Journalism/mass communications administrator:

Name: Dr. Craig Freeman

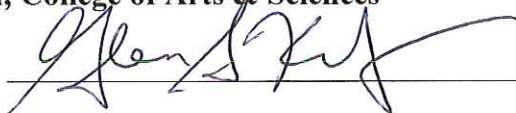
Title: Director, School of Media & Strategic Communications

Signature:  _____

Administrator to whom journalism/mass communications administrator reports:

Name: Dr. Glen Krutz

Title: Dean, College of Arts & Sciences

Signature:  _____

PART I: General Information

Name of Institution: Oklahoma State University

Name of Unit: School of Media & Strategic Communication

Year of Visit: November 17-20, 2019

1. Check regional association by which the institution now is accredited.

- ☐ Middle States Association of Colleges and Schools
- ☐ New England Association of Schools and Colleges
- ☒ North Central Association of Colleges and Schools
- ☐ Northwest Association of Schools and Colleges
- ☐ Southern Association of Colleges and Schools
- ☐ Western Association of Schools and Colleges

If the unit seeking accreditation is located outside the United States, provide the name(s) of the appropriate recognition or accreditation entities:

2. Indicate the institution's type of control; check more than one if necessary.

- ☐ Private
- ☒ Public
- ☐ Other (specify)

3. Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state. It is not necessary to include entire authorizing documents. Public institutions may cite legislative acts; private institutions may cite charters or other authorizing documents.

The State board, Oklahoma Regents for Higher Education, grants Oklahoma State University the right to award degrees. Oklahoma State University is also accredited by the North Central Association of Colleges and Schools.

4. Has the journalism/mass communications unit been evaluated previously by the Accrediting Council on Education in Journalism and Mass Communications?

- ☒ Yes
- ☐ No

If yes, give the date of the last accrediting visit: January 26-29, 2014.

5. When was the unit or sequences within the unit first accredited by ACEJMC?

1948

6. Provide the unit's mission statement. Statement should give date of adoption and/or last revision.

SMSC's Mission and Vision Statement was revised and adopted for implementation during the September 20, 2013 faculty meeting:

Vision

Our vision for the School of Media & Strategic Communications is to be a niche program that offers cutting-edge educational programs and research. To do this, we will focus on a select number of programs and be the best in those. Instead of trying to be everything to everyone, we are focused on being the early adopters in strategic communication, multimedia journalism and sports media in terms of teaching, research and service. This requires us to be fast, flexible and responsive to the ever-changing world of media and strategic communications.

Mission

To accomplish our Vision, we are creating a learning environment for our students and faculty that can be summed up in three words: *Instill, Inspire, Illuminate*.

Instill: We envision a program that instills our students with cutting-edge, forward-thinking, real-world knowledge in our three primary fields of focus: multimedia journalism, strategic communications, sports media, as well as in our graduate programs in news media and strategic communications management. We are making constant curriculum improvement, expanding our international focus, offering more on-line programs, incorporating social justice into all we do, and providing the finest technological capabilities so our students are learning on current platforms. We will be forming new alliances and partnerships with external corporations, as well as with other Schools and Colleges within the University, such as the Spears School of Business.

Inspire: We want the program to inspire students to succeed by providing the finest professional and academic educational experience possible. Our professors provide a rare combination of both academic and business expertise, and we are striving to be sure we have the right blend of talented faculty in the School. To do this, we plan to continue to recruit and retain the best and brightest faculty in our respective disciplines. We want to provide them with the training, support and mentoring they need to research, publish, teach and stay ahead of our ever-changing field. Faculty members are the heart of our program and we want to be sure that we have teachers who are passionate in the classroom not only for the subjects they are teaching, but for the students they teach.

Illuminate: We want our program to provide an illuminating educational experience for our students, faculty and staff. To do this, we must have the right faculty and the right courses, but we also need something else: the right environment. As the largest school within the College of Arts & Science, we have simply outgrown the Paul Miller Building, both in the number of students and in its limited ability to support today's mass communications technological needs. Our goal is to design and build a building that will provide an illuminating educational

experience—one that will help us recruit and retain the best and brightest students, faculty and staff.

7. What are the type and length of terms?

Semesters of 16 weeks

Quarters of _____ weeks

Summer sessions of 4 or 8 weeks

Intersessions of 3 weeks

8. Check the programs offered in journalism/mass communications:

☒ Bachelor's degree

☒ Master's degree

☐ Ph.D. degree

9. List the specific undergraduate degrees as well as the majors or sequences being reviewed by ACEJMC.

Multimedia Journalism (BA/ BS)

Sports Media (BA/ BS)

Strategic Communication (BA/ BS)

10. Credit hours required by the university for an undergraduate degree: 120 semester hours.

(Specify semester-hour or quarter-hour credit.)

11. Give the number of credit hours students may earn for internship experience.

(Specify semester-hour or quarter-hour credit.) Three semester hours.

12. List each professional journalism or mass communications sequence or specialty offered and give the name of the person in charge.

Name of Sequence	Sequence Head
Multimedia Journalism	Dr. Joey Senat
Sports Media	Dr. John McGuire
Strategic Communications	Dr. Lori McKinnon

13. Number of full-time students enrolled in the institution: 25,594

14. Number of undergraduate majors in the accredited unit, by sequence and total (if the unit has pre-major students, list them as a single total):

Name of Sequence or Specialty	Undergraduate majors
Multimedia Journalism	91
Sports Media	126
Strategic Communication	250
Pre-majors	43
Total	510

15. Number of students in each section of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, public relations writing, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Include a separate list for online skills courses, which also must meet the 20-1 ratio. (The Council has ruled that campaigns courses are exempt from the 20-1 ratio.)

Spring 2019

Course Number	Section	Title	Enrollment
MC 2003	23510	Media Style & Structure	8
MC 2003	23512	Media Style & Structure	20
MC 2003	23516	Media Style & Structure	12
MC 2003	23520	Media Style & Structure	17
MC 2003	28683	Media Style & Structure	20
MC 2023	23525	Electronic Communication	20
MC 2023	29846	Electronic Communication	20
MC 2023	29847	Electronic Communication	20
MC 2023	30481	Electronic Communication	18
MC 2023	30482	Electronic Communication	14
MMJ 3153	22258	Fundamentals of Audio and Video Production	20
MMJ 3153	22259	Fundamentals of Audio and Video Production	20
MMJ 3153	22260	Fundamentals of Audio and Video Production	15
MMJ 3153	22261	Fundamentals of Audio and Video Production	14
MMJ 3263	22262	Multimedia Reporting	20
MMJ 3263	22263	Multimedia Reporting	9
MMJ 3263	28428	Multimedia Reporting	18
MMJ 4313	28025	Public Affairs Reporting	16
MMJ 4553	22267	News Production	8
MMJ 4953	22268	Advanced Production Practices	17
MMJ 4973	22269	Multimedia Journalism Capstone	20
MMJ 4973	22270	Multimedia Journalism Capstone	3

Self-Study Report for Accreditation Visits in 2019-20

SPM 3813	23511	Sports Reporting Across the Media	18
SPM 4813	23523	Sports Media Production	20
SPM 4853	29845	Advanced Sports Writing	11
SPM 4883	23524	Sports Media Capstone	20
SPM 4883	23526	Sports Media Capstone	20
SC 3353	23195	Persuasive Writing for Strategic Communicators	19
SC 3353	23199	Persuasive Writing for Strategic Communicators	19
SC 3603	30480	Copywriting and Creative Strategy	14
SC 3703	23209	Graphic Design for Strategic Communications	20
SC 3703	23210	Graphic Design for Strategic Communications	20
SC 3703	23211	Graphic Design for Strategic Communications	18
SC 4493	23213	Advanced PR Writing	18

Fall 2019

Course Number	Section	Title	Enrollment
MC 2003	62057	Media Style & Structure	20
MC 2003	62059	Media Style & Structure	18
MC 2003	62062	Media Style & Structure	20
MC 2003	67359	Media Style & Structure	20
MC 2023	70513	Electronic Communication	20
MC 2023	70514	Electronic Communication	20
MC 2023	70515	Electronic Communication	19
MC 2023	70516	Electronic Communication	20
MMJ 3153	62310	Fundamentals of Audio and Video Production	12
MMJ 3153	62311	Fundamentals of Audio and Video Production	14
MMJ 3153	65275	Fundamentals of Audio and Video Production	13
MMJ 3263	62312	Multimedia Reporting	15
MMJ 3263	70816	Multimedia Reporting	17
MMJ 3313	62313	Editing in a Multimedia Environment	14
MMJ 3553	62314	Advanced Reporting	15
MMJ 3553	62315	Advanced Reporting	15
MMJ 3823	70976	Photography I	13
MMJ 3823	70977	Photography I	6
MMJ 3913	62319	Field Production	17
MMJ 3913	62320	Field Production	10
MMJ 3913	70899	Field Production	18
SPM 3813	62590	Sports Reporting Across the Media	19
SPM 3863	62592	Electronic Sports Reporting	14

SPM 3863	62593	Electronic Sports Reporting	20
SPM 4053	62594	Sports Announcing	20
SC 3353	65651	Persuasive Writing for Strategic Communicators	20
SC 3353	71647	Persuasive Writing for Strategic Communicators	11
SC 3603	63154	Copywriting and Creative Strategy	17
SC 3703	63155	Graphic Design for Strategic Communications	18
SC 3703	63159	Graphic Design for Strategic Communications	19
SC 3703	63166	Graphic Design for Strategic Communications	16
SC 4493	63203	Advanced PR Writing	17
SC 4493	63206	Advanced PR Writing	19

16. Total expenditures planned by the unit for the 2019–2020 academic year: \$1,349,408

Give percentage increase or decrease in three years: 1.41% increase

Amount expected to be spent this year on full-time faculty salaries: \$1,246,436

17. List name and rank of all full-time faculty in the accredited unit in fall 2019. (Full-time faculty refers to those defined as such by the university.) Identify those not teaching because of leaves, sabbaticals, etc.

Faculty Member	Rank	Leave/Sabbatical
Max Andrews	Lecturer	
Clara Bae	Assistant Professor	
Asya Cooley	Assistant Professor	
Skye Cooley	Assistant Professor	
Craig Freeman	Director & Associate Professor	
Shane Graber	Post-Doctoral Fellow	
Jack Hodgson	Associate Professor	
Shane Hoffman	Lecturer	
Jared Johnson	Assistant Professor	
Stan Ketterer	Associate Professor	
Ted Kian	Professor	Sabbatical
Bobbi Kay Lewis	Associate Professor	
John McGuire	Professor	
Lori McKinnon	Associate Professor	
Ray Murray	Associate Professor	
Gina Noble	Associate Professor of Professional Practice	
Joey Senat	Associate Professor	
Danny Shipka	Associate Professor	Leave

18. List names of part-time/adjunct faculty teaching at least one course in fall 2019. Also list names of part-time faculty teaching spring 2019. (If your school has its accreditation

visit in spring 2020, please provide the spring 2020 adjunct list in the updated information.)

Adjuncts Fall 2019	Adjuncts Spring 2019
Bonnie Cain-Wood	Daniel Crutcher
Daniel Crutcher	Jeremy Davis
Jeremy Davis	Tim Jessell
John Helsley	Nicole Morgan
Dave Hunziker	Juliana Nykolaiszyn
Tim Jessell	Gary Shutt
Kelly Kerr	Bob Tourtellote
Nicole Morgan	Andy Wallace
Juliana Nykolaiszyn	
Gary Shutt	
Andy Wallace	

19. Schools on the semester system:

For each of the last two academic years, please give the number and percentage of graduates who earned 72 or more semester hours outside of journalism and mass communications.

**72 or more semester hours
outside of journalism and mass communications**

Year	Total Graduates	Number in Compliance	Percent
2018-2019 academic year	<u>156</u>	<u>156</u>	<u>100%</u>
2017-2018 academic year	<u>169</u>	<u>169</u>	<u>100%</u>